## WHAT IS CLAIMED IS:

1. A method of treating a hepatitis C virus (HCV) infection comprising:

administering to a subject in need thereof a compound selected from a group consisting of compounds of formula I or II, related isomers, pharmaceutically acceptable salts, and solvates thereof:

wherein each substituent R<sup>11</sup>, R<sup>11</sup>, R<sup>12</sup>, R<sup>12</sup>, R<sup>13</sup>, R<sup>13</sup>, R<sup>14</sup>, R<sup>14</sup>, R<sup>15</sup>, R<sup>15</sup>, R<sup>31</sup>, R<sup>31</sup>, R<sup>32</sup>, R<sup>32</sup>, R<sup>33</sup>, R<sup>33</sup>, R<sup>34</sup>, and R<sup>34</sup> is selected, independently from each other, from a group consisting of -H; -OH; -F; -CI; -Br; -I; -NH<sub>2</sub>; alkyland dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy; aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN; -NO<sub>2</sub>; -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; -NHOH; aryl; and heteroaryl, wherein each substituent may be the same or different;

wherein each alkyl, alkenyl, alkynyl, aryl, and heteroaryl moiety may be optionally substituted with one or more groups independently selected from -OH; -F; -Cl; -Br; -I; -NH<sub>2</sub>; alkyl- and dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy, aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN, -NO<sub>2</sub>, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl;

arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; and -NHOH; and R<sup>2</sup> and R<sup>4</sup> are substituents selected independently of each other from a group consisting of linear C<sub>7-18</sub> alkyl, substituted C<sub>1-18</sub> alkyl, branched C<sub>3-18</sub> alkyl, C<sub>2-18</sub> alkenyl and alkynyl, and aralkyl;

wherein each linear C<sub>7-18</sub> alkyl, branched C<sub>3-18</sub> alkyl, C<sub>2-18</sub> alkenyl and alkynyl, and aralkyl optionally may be substituted, and each substituted C<sub>1-18</sub> alkyl is substituted with one or more groups independently selected from a group consisting of -OH; -F; -Cl; -Br; -I; -NH<sub>2</sub>; alkyl- and dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy, aryloxy; aralkoxy; -CN, -NO<sub>2</sub>, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; and -NHOH.

- 2. The method according to claim 1 further comprising contacting one or both of an HCV p7 protein and components of a membrane that contains the p7 protein with the compound.
- 3. The method according to claim 1 wherein the compound is of the formula I.
- 4. The method according to claim 3 wherein at least one of  $R^{11}$ ,  $R^{11'}$ ,  $R^{12}$ ,  $R^{12'}$ ,  $R^{13}$ ,  $R^{13'}$ ,  $R^{14}$ ,  $R^{14'}$ ,  $R^{15}$ , and  $R^{15'}$  is -CH<sub>2</sub>OH.
- 5. The method according to claim 3 wherein at least one of  $R^{11}$ ,  $R^{11}$ ,  $R^{12}$ ,  $R^{12}$ ,  $R^{13}$ ,  $R^{13}$ ,  $R^{14}$ ,  $R^{14}$ ,  $R^{15}$ , and  $R^{15}$  is -OH.
- 6. The method according to claim 3 wherein R<sup>2</sup> is a linear C<sub>7-18</sub> alkyl, branched C<sub>3-18</sub> alkyl, or a substituted C<sub>1-18</sub> alkyl group.

- 7. The method according to claim 6 wherein R<sup>2</sup> is a linear C<sub>7-11</sub> alkyl, branched C<sub>7-11</sub> alkyl, or a substituted C<sub>7-11</sub> alkyl group.
- 8. The method according to claim 3 wherein at least two of  $R^{11}$ ,  $R^{11'}$ ,  $R^{12}$ ,  $R^{12'}$ ,  $R^{13}$ ,  $R^{13'}$ ,  $R^{14}$ ,  $R^{14'}$ ,  $R^{15}$ , and  $R^{15'}$  are selected from a group consisting of  $-CH_3$ ,  $-CH_2OH$ , and -OH.
- 9. The method according to claim 8 wherein the compound is one selected from a group consisting of:

related isomers, and mixtures thereof.

10. The method according to claim 9 wherein the compound is one selected from a group consisting of compounds set forth in the following table:

11. The method according to claim 1 wherein the compound is one selected from the group consisting of:

and mixtures thereof.

- 12. The method according to claim 11 wherein R<sup>2</sup> is a linear C<sub>7-18</sub> alkyl, branched C<sub>3-18</sub> alkyl, or a substituted C<sub>1-18</sub> alkyl group.
- 13. The method according to claim 11, wherein R<sup>2</sup> is a linear C<sub>7-11</sub> alkyl, branched C<sub>7-11</sub> alkyl, or a substituted C<sub>7-11</sub> alkyl group.
- 14. The method according to claim 11, wherein  $R^2$  is a linear  $C_{7-18}$  alkyl.
- 15. The method according to claim 14, wherein R<sup>2</sup> is a linear C<sub>7-11</sub> alkyl.
  - 16. The method according to claim 15, wherein  $R^2$  is n-nonyl.
- 17. The method according to claim 11, wherein R<sup>2</sup> is a linear or branched C<sub>1-18</sub> alkyl group substituted with a C<sub>1-6</sub> alkoxy group.
  - 18. The method according to claim 17, wherein R<sup>2</sup> is 7-oxanonyl.
  - 19. The method according to claim 17, wherein R<sup>2</sup> is 10-undecyl.
  - 20. The method according to claim 11 wherein  $R^2$  is n-nonyl.
- 21. The method according to claim 11, wherein  $R^2$  is a linear or branched  $C_{1-18}$  alkyl group substituted with a  $C_{1-6}$  alkoxy group.

- 22. The method according to claim 11, wherein R<sup>2</sup> is 7-oxanonyl.
- 23. The method according to claim 11, wherein R<sup>2</sup> is 10-oxaundecyl.
- 24. The method according to claim 1, wherein the compound is *N*-nonyl-DNJ.
- 25. The method according to claim 1, wherein the compound is *N*-nonyl-DGJ.
- 26. The method according to claim 1, wherein the compound is N-7-oxanonyl-6-deoxy-DGJ.
- 27. The method according to claim 1, wherein the compound is N-10-oxaundecyl-methyl-DGJ.
- 28. The method according to claim 1 wherein the compound is of the formula II.
- 29. The method according to claim 28 wherein at least one of R<sup>31</sup>, R<sup>31</sup>, R<sup>32</sup>, R<sup>32</sup>, R<sup>33</sup>, R<sup>34</sup>, and R<sup>34</sup> is -CH<sub>2</sub>OH.
- 30. The method according to claim 28 wherein at least one of  $R^{31}$ ,  $R^{31'}$ ,  $R^{32'}$ ,  $R^{32'}$ ,  $R^{33'}$ ,  $R^{34'}$ , and  $R^{34'}$  is -OH.
- 31. The method according to claim 28 wherein at least two of R<sup>31</sup>, R<sup>31</sup>, R<sup>32</sup>, R<sup>32</sup>, R<sup>33</sup>, R<sup>33</sup>, R<sup>34</sup>, and R<sup>34</sup> are selected from the group consisting of -CH<sub>3</sub>, -CH<sub>2</sub>OH, and -OH.
- 32. The method according to claim 31 wherein R<sup>4</sup> is a linear C<sub>7-18</sub> alkyl, a branched C<sub>3-18</sub> alkyl, or a substituted C<sub>1-18</sub> alkyl group.

- 33. The method according to claim 31 wherein R⁴ is a linear C<sub>7-11</sub> alkyl, a branched C<sub>7-11</sub> alkyl, or a substituted C<sub>7-11</sub> alkyl group.
- 34. The method according to claim 31, wherein R<sup>4</sup> is a linear or branched C<sub>1-18</sub> alkyl group substituted with a C<sub>1-6</sub> alkoxy group.
  - 35. The method according to claim 31 wherein  $R^4$  is n-nonyl.
  - 36. The method according to claim 31, wherein R<sup>4</sup> is 7-oxanonyl.
- 37. The method according to claim 31, wherein R<sup>4</sup> is 10-oxaundecyl.
- 38. The method of claim 2, wherein the membrane that contains the p7 protein has an increased permeability relative to a membrane that does not contain the p7 protein and the compound reduces the increased permeability.
- 39. The method of claim 38, wherein the compound inhibits channel formation.
- 40. The method of claim 38, wherein the compound is a channel blocker.
  - 41. The method of claim 1, wherein the subject is a human.
- 42. A method of screening for a potential HCV antiviral agent comprising:

incorporating at least one of a p7 protein and a variant into a membrane to create a p7-containing membrane, wherein the p7-containing membrane has an increased permeability relative to a membrane that does not contain p7;

contacting one or more components of the p7-containing membrane with a test compound;

comparing the permeability of the p7-containing membrane, wherein one or more components have been contacted with a test compound, to the permeability of a p7-containing membrane, wherein none of the components have been contacted with a test compound.

- 43. The method according to claim 42, wherein the p7 protein is selected from a member of HCV clade 1.
- 44. The method according to claim 42, wherein the p7 protein comprises the amino acid sequence

  ALENLVILNAASLAGTHGLVSFLVFFCFAWYLKGRWVPGAVYALYGMWPLLL LLLALPQRAYA (SEQ ID NO.: 1).
- 45. The method according to claim 42, wherein the p7 variant comprises at least one transmembrane domain.
- 46. The method according to claim 45, wherein the p7 variant comprises at least one of a sequence of amino acids from about position 10 to about position 32 and a sequence of amino acids from about position 36 to about position 58 of a chosen p7 protein.
- 47. The method according to claim 45, wherein greater than about 70% of the amino acids of the transmembrane domain are members of the group consisting of F, I, W, Y, L, V, M, P, C, and A.
- 48. The method according to claim 42, wherein the p7 variant comprises biotinylated p7 protein.
- 49. The method according to claim 42, wherein the p7 protein is contacted with the test compound.

- 50. The method according to claim 42, wherein the permeability is compared by recording electrical currents through the membrane.
- 51. The method according to claim 42, wherein the membrane comprises a black lipid membrane.
- 52. The method according to claim 42, wherein the test compound inhibits channel formation.
- 53. The method according to claim 42, wherein the test compound is a channel blocker.
- 54. The method according to claim 42, wherein the test compound is selected from the group consisting of compounds of formula I or II, related isomers, pharmaceutically acceptable salts, and solvates thereof:

wherein each substituent R<sup>11</sup>, R<sup>11</sup>, R<sup>12</sup>, R<sup>12</sup>, R<sup>13</sup>, R<sup>13</sup>, R<sup>14</sup>, R<sup>14</sup>, R<sup>15</sup>, R<sup>15</sup>, R<sup>31</sup>, R<sup>31</sup>, R<sup>32</sup>, R<sup>32</sup>, R<sup>33</sup>, R<sup>33</sup>, R<sup>34</sup>, and R<sup>34</sup> is selected, independently from each other, from a group consisting of -H; -OH; -F; -Cl; -Br; -I; -NH<sub>2</sub>; alkyland dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy; aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN; -NO<sub>2</sub>; -COOH; -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; -NHOH; aryl; and heteroaryl; wherein each substituent may be the same or different;

wherein each alkyl, alkenyl, alkynyl, aryl, and heteroaryl moiety may be optionally substituted with one or more groups independently selected from the group consisting of -OH; -F; -Cl; -Br; -I; -NH2; alkyl- and dialkylamino; linear or branched C1-6 alkyl, C2-6 alkenyl and alkynyl; aralkyl; linear or branched C1-6 alkoxy, aryloxy; aralkoxy; -(alkylene)oxy(alkyl); -CN, -NO2, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C1-6 alkyl); -C(O)NH(aryl); sulfonyl; (C1-6 alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C1-6 alkyl)sulfamoyl; (C1-6 alkyl)thio; (C1-6 alkyl)sulfonamide; arylsulfonamide; -NHNH2; and -NHOH; and

 $R^2$  and  $R^4$  are substituents selected independently of each other from a group consisting of linear  $C_{7-18}$  alkyl, substituted  $C_{1-18}$  alkyl, branched  $C_{3-18}$  alkyl,  $C_{2-18}$  alkenyl and alkynyl, and aralkyl;

wherein each linear C<sub>7-18</sub> alkyl, branched C<sub>3-18</sub> alkyl, C<sub>2-18</sub> alkenyl and alkynyl, and aralkyl optionally may be substituted, and each substituted C<sub>1-18</sub> alkyl is substituted with one or more groups independently selected from a group consisting of -OH; -F; -Cl; -Br; -l; -NH<sub>2</sub>; alkyl- and dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy, aryloxy; aralkoxy; -CN, -NO<sub>2</sub>, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; and -NHOH.

- 55. The method according to claim 42, wherein the test compound is amantadine or a derivative thereof.
- 56. A kit for treating a hepatitis C virus (HCV) infection comprising:

(A) a compound of formula I or II, related isomers, pharmaceutically acceptable salts, or solvates thereof:

$$R^{12}$$
 $R^{13}$ 
 $R^{13}$ 
 $R^{14}$ 
 $R^{14}$ 
 $R^{32}$ 
 $R^{33}$ 
 $R^{33}$ 
 $R^{34}$ 
 $R^{34}$ 

wherein each substituent R<sup>11</sup>, R<sup>11</sup>, R<sup>12</sup>, R<sup>12</sup>, R<sup>13</sup>, R<sup>13</sup>, R<sup>14</sup>, R<sup>14</sup>, R<sup>15</sup>, R<sup>15</sup>, R<sup>31</sup>, R<sup>31</sup>, R<sup>32</sup>, R<sup>32</sup>, R<sup>33</sup>, R<sup>33</sup>, R<sup>34</sup>, and R<sup>34</sup> is selected, independently from each other, from a group consisting of -H; -OH; -F; -CI; -Br; -I; -NH<sub>2</sub>; alkyland dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy; aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN; -NO<sub>2</sub>; -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; -NHOH; aryl; and heteroaryl, wherein each substituent may be the same or different;

wherein each alkyl, alkenyl, alkynyl, aryl, and heteroaryl moiety may be optionally substituted with one or more groups independently selected from -OH; -F; -Cl; -Br; -I; -NH2; alkyl- and dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy, aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN, -NO2, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH2; and -NHOH; and

 $R^2$  and  $R^4$  are substituents selected independently of each other from a group consisting of linear  $C_{7-18}$  alkyl, substituted  $C_{1-18}$  alkyl, branched  $C_{3-18}$  alkyl,  $C_{2-18}$  alkenyl and alkynyl, and aralkyl;

wherein each linear C<sub>7-18</sub> alkyl, branched C<sub>3-18</sub> alkyl, C<sub>2-18</sub> alkenyl and alkynyl, and aralkyl optionally may be substituted, and each substituted C<sub>1-18</sub> alkyl is substituted with one or more groups independently selected from a group consisting of -OH; -F; -Cl; -Br; -I; -NH<sub>2</sub>; alkyl- and dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy, aryloxy; aralkoxy; -CN, -NO<sub>2</sub>, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; and -NHOH; and (B) instructions for treating HCV infection.

57. A composition of formula I or II, related isomers, pharmaceutically acceptable salts, or solvates thereof:

wherein each substituent R<sup>11</sup>, R<sup>11</sup>, R<sup>12</sup>, R<sup>12</sup>, R<sup>13</sup>, R<sup>13</sup>, R<sup>14</sup>, R<sup>14</sup>, R<sup>15</sup>, R<sup>15</sup>, R<sup>31</sup>, R<sup>31</sup>, R<sup>32</sup>, R<sup>32</sup>, R<sup>33</sup>, R<sup>33</sup>, R<sup>34</sup>, and R<sup>34</sup> is selected, independently from each other, from a group consisting of -H; -OH; -F; -CI; -Br; -I; -NH<sub>2</sub>; alkyland dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy; aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN; -NO<sub>2</sub>; -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH<sub>2</sub>; -NHOH; aryl; and heteroaryl, wherein each substituent may be the same or different;

wherein each alkyl, alkenyl, alkynyl, aryl, and heteroaryl moiety may be optionally substituted with one or more groups independently selected from -OH; -F; -Cl; -Br; -l; -NH2; alkyl- and dialkylamino; linear or branched C<sub>1-6</sub> alkyl, C<sub>2-6</sub> alkenyl and alkynyl; aralkyl; linear or branched C<sub>1-6</sub> alkoxy, aryloxy; aralkoxy; - (alkylene)oxy(alkyl); -CN, -NO2, -COOH, -COO(alkyl); -COO(aryl); -C(O)NH(C<sub>1-6</sub> alkyl); -C(O)NH(aryl); sulfonyl; (C<sub>1-6</sub> alkyl)sulfonyl; arylsulfonyl; sulfamoyl, (C<sub>1-6</sub> alkyl)sulfamoyl; (C<sub>1-6</sub> alkyl)thio; (C<sub>1-6</sub> alkyl)sulfonamide; arylsulfonamide; -NHNH2; and -NHOH; and R<sup>2</sup> and R<sup>4</sup> are 10-oxaundecyl.